



Indiana Office of Tourism Development
One North Capitol, Suite 600
Indianapolis, IN 46204

VisitIndiana.com

2010 New Media Workshop
Wednesday, November 17
Indiana State Museum

The Indiana Office of Tourism Development (IOTD) is hosting the 2010 New Media Workshop on Wednesday, November 17 at the Indiana State Museum in downtown Indianapolis. The workshop will provide insight on how tourism entities can best utilize new media outlets and ever-changing technology to more effectively communicate with consumers.

A mix of speakers and panelists will present—all providing expert, real-world advice and best-practice examples. Participants will meet the IOTD bloggers, learn about mobile technology and get tips on Foursquare and other social media platforms. Speakers will include the Indiana Insider bloggers, Troy Burk (Right on Interactive), James Burnes (Mobiltopia), Andy Klotz (Indiana State Fair), Meg Liffick (Indianapolis Museum of Art), and Scott Wise (Scotty's Brewhouse).

A hotel block has been reserved at the [SpringHill Suites Indianapolis Downtown](#) in the new Marriott complex across the street from the Indiana State Museum. The cost is \$109 per night for the evening of Tuesday, September 16. Please call 866-704-6116 for reservations in the Indiana Tourism room block. **The deadline to reserve rooms is November 2.**

The fee for the 2010 New Media Workshop is \$69 per person. This price includes continental breakfast and lunch. [Click here](#) for an online registration form. **The deadline to register is Monday, November 8.**

Schedule:

Time	Activity
9:00 am to 9:30 am	Registration
9:30 am to 10:45 am	Blogger Panel
10:45 am to 11:00 am	Break
11:00 am to Noon	Mobile Technology Session
Noon to 1:00 pm	Lunch
1:00 pm to 2:00 pm	IOTD Foursquare Case Study Session
2:00 pm to 2:15pm	Break
2:15 pm to 3:15 pm	Best Practices in Social Media Session

Questions about the 2010 New Media Workshop can be directed to Brian Blackford at bblackford@VisitIndiana.com.

IMPORTANT DATES:

November 2: Deadline to reserve rooms at the SpringHill Suites Indianapolis Downtown for \$109 rate

November 8: Deadline to register for the 2010 New Media Workshop

November 17: 2010 New Media Workshop at the Indiana State Museum